



October 2010

 **FORWARD TO
A FRIEND**

Please use the forward to a friend button above rather than forwarding this from your personal e-mail. If you have a large list, please [contact us](#) to help you distribute the e-mail.

ARTICLE QUICK LINKS

[Partnership Efforts](#)

[Advocacy and Public Policy](#)

[Housing](#)

[Education](#)

[Funding and Resources](#)

[Blood Lead Testing](#)

[Lead Elimination Plan](#)

HIGHLIGHT

National Childhood Lead Poisoning Prevention Week is October 24 - 30. See [Advocacy and Public Policy](#) for tools/ideas.

UPCOMING EVENTS

CDC Healthy Homes Meeting

October 18-21
Atlanta, Ga.

National Childhood Lead Poisoning Prevention Week

October 24-30
See [Advocacy and Public Policy](#)

HUD Healthy Homes, Lead Technical Studies, and Asthma Interventions grant submission deadlines

November 4-16
See [Housing](#)

Joint Resolution report Due to Wisconsin State Legislature

January 1, 2011
See [Lead Elimination Plan](#)

Wisconsin Childhood Lead Poisoning Elimination Implementation and Oversight Committee meeting

January 11, 2011
See [Lead Elimination Plan](#)

RECALL ALERT

[Learn more](#) about products recalled due to **unsafe** lead content.

Kids unLEADed is a publication of [Children's Health Alliance of Wisconsin](#) on behalf of the state's efforts to eliminate childhood lead poisoning.

PARTNERSHIP EFFORTS

Lead Poisoning Prevention Part of Home Buying Education in Racine

The City of Racine Childhood Lead Poisoning Prevention Program works in collaboration with Racine's First Time Home Buyer Program to teach candidates about the importance and hazards of lead-based paint in homes. [Read more.](#)

Assurance Inspection Services Does More than Inspections

Dick Horan, president of Assurance Inspection Services, does home inspections and lead risk assessments but also provides service to the Wisconsin Division of Public Health and the *Habitat for Humanity ReStore* in Madison. [Read more.](#)

Efforts to Raise Awareness Rewarded In Waukesha

The Association for the Rights of Citizens with handicaps received honors in October as the Waukesha County Small Non-Profit Business of the Year along with a \$2,000 check. This award comes from the Waukesha County Executive's office. [Read more.](#)



ADVOCACY AND PUBLIC POLICY

Advocate for Kids During National Childhood Lead Poisoning Prevention Week

National Childhood Lead Poisoning Prevention Week is October 24-30, 2010. Numerous tools are available on the Lead-Safe Wisconsin website that provide ideas and resources to help you reach out in your community to educate people on the dangers of childhood lead poisoning and ways to prevent lead exposure. [Learn more.](#)

Includes:

- National Childhood Lead Poisoning Prevention Week [toolkit](#)
- Sesame Street Workshop Lead Away DVD [toolkit](#)
- Lead-Free Kids [ad campaign](#)
- "Text4baby" Carries Lead Testing Message for New Mothers [press release](#)
- Renovate Right [toolkit](#)

Public News Service Reports Wisconsin State Legislature to Take Action

Citing that Wisconsin ranks in the top ten states in the nation for childhood lead poisoning, an audio story reports that the Wisconsin State Legislature wants to take action to attack the problem in the next legislative session. Tim Morrissey, Public News Service-WI, shares information about the scope of the lead poisoning problem in Wisconsin. [Learn more.](#)



HOUSING

Contractor Corner Answers Frequently Asked Questions

Contractors can click on the Lead-Safe Wisconsin Web page and get answers to common questions about the new *Wisconsin Lead Safe Renovation Rule*. On the "Contractor Corner" page, staff members post questions and answers to the most common questions received from people seeking certification since the rule went into effect in April. [Read more.](#)

Video Shows Dangerous Work Practices in Action

A mobile phone video captured contractors in Maine contaminating an apartment building and surrounding neighborhood by using unsafe work practices to remove exterior paint. This video demonstrates the importance of the recently approved EPA *Renovation, Repair and Painting Rule* and Wisconsin's *Lead-Safe Renovation Rule*. [Learn more.](#)



- The person taking the video contacted appropriate agencies so that action could be taken. [Read more.](#)
- In Wisconsin, complaints can be registered on the *Lead-Safe Wisconsin* website or by calling the Asbestos and Lead Certification Unit (608) 261-6876. [Read more.](#)

Sheboygan Parade of Homes Magazine Features Lead Rule Article

The Sheboygan County Home Builders Association (SCHBA) magazine, *Parade of Homes*, featured an article on the new Wisconsin Lead-Safe Renovation Rule. Included in the article was a GIS map of the City of Sheboygan demonstrating the association between older housing and locations where kids have been found to be lead poisoned. [Read more.](#)

The SCHBA website provides a list of contractors in the Sheboygan area that are certified Lead-Safe Renovators. [Learn more.](#)

EDUCATION

Scientific Studies Link Lead to Health and Behavior Problems

A Preventable Tragedy: How Lead Poisoning Affects Children Across Their Lifespan is available on the *Lead-Safe Wisconsin* Web page. Scientific studies have demonstrated the negative effects of childhood lead poisoning for more than three decades. This is a summary of some of the negative effects of lead poisoning on health and behavior across the lifespan. [Read more.](#)

A New Way to Talk About Health

In a new report, *The New Way to Talk About the Social Determinants of Health*, researchers focused on why some Americans are so much healthier than others and why Americans overall aren't as healthy as they could be. Then they moved to the messages about health that resonate with those with more conservative or more liberal thinking. [Learn more.](#)



FUNDING AND RESOURCES

HUD Announces Notice of Funding Available (NOFA)

U.S. Housing and Urban Development announces funding in a number of areas: Healthy Homes Production (due Nov. 8), Healthy Homes Technical Studies (due Nov. 8), Lead Technical Studies (due Nov. 8), and Asthma Interventions in Public and Assisted Multifamily Housing (due Nov. 16). [Read more.](#)



BLOOD LEAD TESTING

"Text4baby" Service Carries Message for Blood Lead Testing

A new mobile text message program called "text4baby" is now available for pregnant women and new mothers. The service provides pregnant women and new mothers with information to care for their own health and give their babies the best possible start in life. When the infant is approximately 7 months old, the new mother receives a text message to have her child tested for lead if they live in a home built before 1978. More than 2,000 Wisconsin women have signed up for this new service. [Learn more.](#)



